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Session: The Reference Question – Where Has Reference Been? Where is Reference Going?

This session gave a general overview of the ways that reference has been conducted historically. More recent developments like roving reference, chat and instant messaging were described as modestly successful at best. These librarians see the future of reference continuing to move in similar directions despite the modest success. Ideas like having a presence on MySpace, Facebook, Second Life, continuing chat and virtual reference and introducing more text messaging options were described as the future direction of reference. The reference desk itself was seen by these librarians as out of date and possibly not being seen in academic libraries at all in the near future.

Session: Perceptions of Campus-Level Advocacy and Influence Strategies among Senior Administrators in College and University Libraries

The main point of this session is that libraries cannot assume that they have a captive audience among students and / or administration on their campuses any longer. Libraries must advocate for themselves to stay relevant on their campuses. The presenters collected data on perceptions among deans and directors of strategies employed by the library. For small, private institutions it was found that library administrators who are assertive and have strong allies on the faculty are most successful in their advocacy efforts. For small, religiously affiliated institutions, it was found that library administrators are most successful when they appeal directly to senior administrators like vice presidents or provosts rather than to academic deans.

Session: Subject Search Disconnect

This group of presenters discussed undergraduate preferences for subject searching. They found that students prefer clear starting points for their research. They do not care where their information is coming from (i.e. ABI/Inform), just that they get what they need. They do not want a list of tools (i.e. the A-Z list of databases). They prefer tools that are task based (i.e. find articles, find books). Students want simple, natural language searching; they do not know Boolean searching and do not care to learn. They would like to see library tools contain features contained in popular web search tools, like spell check, did you mean? and suggested search terms (as they have a hard time coming up with them on their own). Students generally will not take the time to customize, so efforts to enhance subject searching should concentrate on making the tool more functional, easier to access and more easily discoverable by the student (i.e. not buried several clicks into the library web site).

Session: Reflecting on Online Instruction and Learning: Best Practices and Trends in Information Literacy Tutorials

Information literacy tutorials, according to these presenters, are most successful when they:

- Relate to a specific course or assignment
- Incorporate active learning and/or gaming concepts
- Incorporate collaborative learning
- Present information in a variety of ways for different learning styles
- Have clear educational objectives
- Teach transferable concepts
- Have an assessment component

Session: Federated Searching: Do Undergraduates Prefer it and Does it Add Value?

Librarians at BYU conducted a study to determine if federated searching saves students time, satisfies their information needs, provides quality results, and if it is preferred over singly selecting library resources. The result was that students did spend about 10% less time with federated searching. Students reported that they were satisfied with the results that they obtained through federated searching and greatly preferred this method to singly selecting and searching multiple library resources (70%). Librarians devised two methods to evaluate student citations; one based on ISI ranking and whether the results came from peer-reviewed journals and one based on faculty criteria. The study was unable to determine any statistical difference between results obtained by federated searching and single searches based on the criteria used.

Session: Out-Googling Google: Federated Searching and the Single Search Box

This presentation described Marist College's implementation of federated searching and how they completely re-designed their library web site so that the library home page presents users with subject choices that lead to a federated search of all resources for that subject. They use the tag line of "Search core databases and Google at the same time". After implementing the federated search engine and making the web site changes, Marist librarians found that overall document usage increased 350% and PDF usage increased 63% from the previous fall semester. They also found that use of the first database in their previous A-Z list decreased (because students didn't any longer just pick the first one they saw) and that scholarly database use went up more than 50%.

Session: Reinventing Library Services for Undergraduates: Strategies for Reaching Millennial Students

This session from the librarians at the University of Illinois Undergraduate Library stressed that the library needs to change to meet the needs of today's students. Librarians here have engaged students in the places where they are: MySpace, blogs, Second Life, Web 2.0. They have changed their physical spaces to include an integrated service desk so that students need not figure out where to go to ask a question, more public spaces, more instructional spaces, media viewing rooms, group/collaborative work spaces and comfort areas. Their collections have also changed to include gaming materials and systems, digital text, audio and video, more media and graphic novels, anime and manga. Instruction has changed to include office hours with librarians, guides, interactive tutorials, podcasts in addition to traditional classes. To make the library more of a community center, walk up advising services, career centers with consultation programs, wellness programs and campus technology components have been incorporated more fully into the library. They have had tremendous success in making the library a more vibrant and valued part of the campus and recommend that libraries value their students, be decisive in

making changes to accommodate students, be willing to change their minds, attain a state of continuous evolution and fund the future of digital collections.

Session: Inside the Academic Administrator's Mind

Senior campus administrators were interviewed to determine what they value from a library and its director. It was found that administrators value quality, centrality and demand. They want to see quality reflected in standard measures and a lack of complaints reaching them about the library. They want to see the library connected to faculty and students. Examples of this include an information commons, faculty offices in the library, and regular meetings between library staff and administrators and deans. Administrators want to see that the library is used as well. Specific recommendations for librarians working with administrators include:

- Work collaboratively with campus partners, especially IT. Make sure that your collaborations are known.
- Benchmark and bring hard data to meetings.
- Demonstrate ways that the library capitalizes on cost savings through collaboration and consortia.
- Do NOT hold back because you worry that the campus is cash poor. Push for what you want/need.
- Be creative. Focus on innovation and change when resources are limited.
- Couch your arguments from the point of view of solving a campus/student/faculty problem with library resources or services.

Common themes of this year's conference included:

- Advocating for the library with administration.
- Staying viable by being valuable to students.
- Taking instruction into more of a digital sphere and making sure that instruction takes into account multiple learning styles.
- Federated searching, taking stock of where it is and where it is going.
- Expanding reference services to new arenas.
- Library as cultural center.
- Taking full advantage of technologies available to libraries.